To: Young, Mark, Orourke, Rory, Grossberg, S, Addessi, A,
1210 - New York ROU (ALVICHA)
S=Fitzgerald; G=Don; I=P.; O=msmail; P=rjrt; A=rjrx400; C=us
From: S=Joyner; G=Gwen; I=B.; O=msmail; P=rjrt; A=rjrx400; C=us
Posted: 1/8/97 16:29
Opened: 1/8/97 12:00
Subject: MESSAGE FROM JACK KERIGAN

Hi, guys!

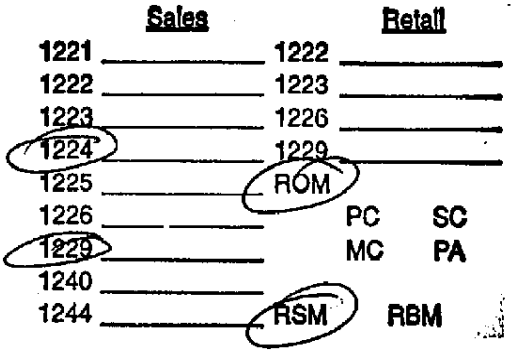
Attached is the retail plan and timetable. Please review the objectives, strategies, dates, and costs carefully, and we will discuss on Friday conference call (8 a.m. to 9 a.m.; 800-763-8923, x-2424).

The PDI is over budget, so I need you to really check quantities and necessary items.

Thank you.

Jack
[[TEAMMTG.DOC : 2861 in TEAMMTG.DOC]][[JKPOSPDI.XLS : 2862 in JKPOSPDI.XLS]][[JJKTMTBL.XLS : 2863 in JJKTMTBL.XLS]]

CC: S=RETAIN; O=msmail; P=rjrt; A=rjrx400; C=us
S=Kerigan; G=Jack; I=J.; O=msmail; P=rjrt; A=rjrx400; C=us



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Source: https://www.industrydocuments.ucsf.edu/docs/nrgy0000

SALEM TEST MARKET LAUNCH TEAM MEETING--RETAIL PLAN

Objectives

- Awareness: Blanket retail landscape to deliver new positioning; 80% retail voice
- Trial: Interject SALEM's new offerings into smokers' purchase patterns (23% PV)
- Conversion: Build personal relationship with competitive influencers and generate 12,000 database names

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Source: https://www.industrydocuments.ucsf.edu/docs/nrgy0000

SALEM TEST MARKET LAUNCH TEAM MEETING—RETAIL PLAN

Strategies

- Build a groundswell of proposition awareness through motivated Sales Force and high-impact communication devices
  - RJR Sales Force Rapid Coverage (75% week 1)
  - Market-specific POS menu demonstrating dynamic Slide Box packaging
  - Interrupt the competitive consumer with unexpected, extensive PDI menu
  - Lock up retail landscape (March, April)
- Entice competitive trial through offensive retail promotions delivered via RJR reps
  - Three B1G1F promotions, featuring Slide Box product only, launched from convertible display
  - Flavors B1G1F on new Slide Box, 83mm product, launched from custom display
  - Radical premium (Slide Box ltr.) with two-pack purchase
- Sustain purchase and compete conversion through Sales Force and Retailer Initiative
  - RJR Sales Force division contest
  - Retailer incentive challenge
  - Hip wearables to trend influencers via Sales Force delivery
  - Include influential retailers as VIPs on SALEM Bar Nights

Source: https://www.industrydocuments.ucsf.edu/docs/nrgy0000

SALEM TEST MARKET LAUNCH TEAM MEETING—RETAIL PLAN

PROMOTIONAL CALENDAR

	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
WORK PLAN									
Pack promotion			B1G1F 235,180 offers	B1G1F 235,180 offers		B1G1F Flavors	B1G1F 235,180 offers	Premium 2-pk	
New product	X	X 80%							
Combo displays		X	10,000 units		X				
DPC		X	X		X		X		
Matching strategy (discounting)	X	→	→	→	→	→	→	→	→
RETAIL PRESENCE									
Pack onserts	X								
POS/PDI placement		X	→	→	→	→	→	→	→
MISCELLANEOUS									
Wholesale disruption	X	$15 6M case, 1 week business, no additional terms							
Discount old product at retail	X	$.40 - $.50 pack							
Retail incentive program		X	$10 mo. display, POS, dist.		X				

Source: https://www.industrydocuments.ucsf.edu/docs/nrgy0000

SALEM TEST MARKET LAUNCH TEAM MEETING—RETAIL PLAN

CRITICAL DATES

Wk of:		Wk of:	
Jan 13	Fact book due	Mar 31	
Jan 20	A/M due selling brochure Meeting for Sales direct account managers A/M pack onserts	Apr 7	New graphics product—first order by Direct Accounts Onserted product arrives at retail
Jan 27	Final make orders due on B1G1F product	Apr 14	POS/PDI due in field
Feb 3	A/M due PDI	Apr 21	B1G1F combo displays due in field
Feb 10		Apr 28	
Feb 17	A/M for B1G1F sleeves due A/M due POS	May 5	80% distribution new graphic product at retail B1G1F product—first order by Direct Accounts POS/PDI DTS Test market DTS
Feb 24		May 12	B1G1F POS due in field
Mar 3	Packaging due new graphics product	May 19	
Mar 10	Manufacturing start-up new graphiucs product Selling brochure due to Sales Force Sales Force kickoff meeting Onserted product—first order by Direct Accounts	May 26	
Mar 17	Begin making and packing B1G1F product	June 2	B1G1F DTS
Mar 24			

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SALEM TEST MARKET LAUNCH TEAM MEETING—RETAIL PLAN

Source: https://www.industrydocuments.ucsf.edu/docs/nrgy0000

TEST MARKET POS/PDI NEEDS

TOTAL $	COST EA		QTY	ITEM
$1,120	0.07	POS	16,000	Small display channel strip
$10,624	0.32		33,200	Large paster (no pricing)
$2,643	0.35		7,550	24" pkg merchandiser card (two-sided w/pricing)
$1,568	0.28		5,600	19" package merchandiser card (two-sided w/pricing)
$0			15,300	Dump bin riser card
$2,124	0.09		23,600	Large pricing starburst
$513	0.57		900	Horizontal transparency (15 x 49)
$656	0.57		1,150	19" package merchandiser transparency
$399	0.57		700	24" package merchandiser transparency
$5,833	3.07		1,900	20-column overhead pkg merchandiser transparency
$12,000	3.00	PDI	4,000	Counter change mat
$32,000	8.00		4,000	18" x 36" pricing banner
$25,800	8.00		3,225	18" x 60" pricing banner
$85,000	4.25		20,000	Door window decal
$2,200	0.44		5,000	Push/pull sign
$84,000	12.00		7,000	Metal wall sign (22" high x 15" wide)
$17,000	4.25		4,000	Business hours door decal
$31,500	70.00		450	Curb mount sign; p. 14 in Spec Book
$66,000	80.00		825	1' wide newspaper rack (mirror unit; 52"Hx17"Wx21"D)
$108,800	160.00		680	3' wide newspaper rack
$35,000	35.00		1,000	Hanging Motion Pack Replica's
$16,680	4.17		4,000	Dangler printed 2 sides (16" x 16")
$9,000	15.00		600	IMAGO Signs (formerly Contravision; Spec Book, Perm. POS section, p. 12)
$138,000	138.00		1,000	Neon Sign (approx. 22" H x 16"W)
$30,000	10.00		3,000	Flange Metal Wall Signs (13.5" x 11.5")
$57,000	38.00		1,500	Tri-View Pack Motion Toppers for Breadbox Display (max 12" high or 18" wid
$90,000	45.00		2,000	Semi-permanent counter display w/ "Borg Arm" Motion (9" wide x 14" high)
$50,000	10,000.00		5	Outdoor Awnings
$10,000	50.00		200	Roll Tape (1 1/26" x 50 ft.)
$20,000	50.00		400	Roll Tape (5" x 50 ft.)

$945,459 TOTAL

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NEW GRAPHICS REGULAR PRODUCT

Dec 30	
Jan 6	
Jan 13	
Jan 20	
Jan 27	
Feb 3	
Feb 10	
Feb 17	
Feb 24	
Mar 3	Packaging due new graphics product
Mar 10	Manufacturing start-up new graphics product
Mar 17	
Mar 24	New graphics product in CDC
Mar 31	New graphics product in public warehouse
Apr 7	First order (by DA) of new graphics product from public warehouse
Apr 14	
Apr 21	
Apr 28	
May 5	80% distribution of new graphic product at retail
May 12	
May 19	
May 26	
Jun 2	

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SELLING BROCHURE AND SALES FORCE KICKOFF MEETING

Dec 30	Draft fact book
Jan 6	Route fact book to committees Schedule direct account meeting
Jan 13	Fact book due
Jan 20	A/M due selling brochure Meeting for sales direct account managers
Jan 27	
Feb 3	Film due selling brochure
Feb 10	
Feb 17	
Feb 24	
Mar 3	Managers' meeting prior to sales kickoff Selling brochure due to sales force
Mar 10	Sales force kickoff meeting
Mar 17	
Mar 24	
Mar 31	
Apr 7	
Apr 14	
Apr 21	
Apr 28	
May 5	Test market DTS
May 12	
May 19	
May 26	
Jun 2	

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B1G1F

Dec 30	
Jan 6	
Jan 13	
Jan 20	
Jan 27	Final make orders due on B1G1F product
Feb 3	Concept for banding tape due Order board for sleeves
Feb 10	
Feb 17	A/M for B1G1F sleeves due
Feb 24	B1G1F packaging materials due at manufacturing? Film for B1G1F sleeves due
Mar 3	Film due B1G1F combo displays A/M B1G1F POS
Mar 10	
Mar 17	Begin making and packing B1G1F product Film due B1G1F POS
Mar 24	Sleeves and banding tape due at Gratis Operations
Mar 31	B1G1F product begin banding (4/4)
Apr 7	
Apr 14	B1G1F combo displays and POS at GATX ready to ship
Apr 21	B1G1F combo displays an additional POS due in field B1G1F product due at CDC and ready to ship
Apr 28	B1G1F product due at public warehouse
May 5	B1G1F product due at direct accounts (McLane)
May 12	B1G1F POS due in field
May 19	
May 26	
Jun 2	B1G1F DTS

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POS/PDI

Dec 30	
Jan 6	
Jan 13	
Jan 20	
Jan 27	
Feb 3	A/M due PDI
Feb 10	
Feb 17	A/M due POS Film due PDI
Feb 24	
Mar 3	Film due POS
Mar 10	
Mar 17	
Mar 24	
Mar 31	
Apr 7	POS/PDI at GATX ready to order/ship
Apr 14	POS/PDI due in field
Apr 21	
Apr 28	
May 5	POS/PDI DTS
May 12	
May 19	
May 26	
Jun 2	

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ONSERTED PRODUCT

Dec 30	
Jan 6	Final make orders due on pack onsert product (3% overrun needed)
Jan 13	
Jan 20	A/M due pack onserts
Jan 27	Film due pack onserts
Feb 3	
Feb 10	
Feb 17	Pack onserts due at Gratis Operations
Feb 24	
Mar 3	Product at CDC ready to ship
Mar 10	Product arrives at public warehouse First order by direct accounts
Mar 17	Product arrives at direct accounts First order by retail
Mar 24	
Mar 31	Product arrives at retail
Apr 7	
Apr 14	
Apr 21	
Apr 28	
May 5	DTS
May 12	
May 19	
May 26	
Jun 2	

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TIMETABLE SUMMARY

Dec 30	Draft fact book
Jan 6	Route fact book to committees Schedule direct account meeting
Jan 13	Fact book due
Jan 20	0 0 0 A/M due selling brochure Meeting for sales direct account managers 0 0 0 0 0 0 0 A/M due pack onserts 0 0
Jan 27	0 0 0 0 0 0 Final make orders due on B1G1F product 0 0 0 0 0 Film due pack onserts 0 0
Feb 3	0 0 0 Film due selling brochure 0 0 Concept for banding tape due Order board for sleeves 0 A/M due PDI 0 0 0 0 0
Feb 10	0 0 0 0 0 0 Final make orders due on B1G1F product 0 0 0 0 0 0 0 0
Feb 17	0 0 0 0 0 0 A/M for B1G1F sleeves due 0 0 A/M due POS Film due PDI

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	0
	Pack onserts due at Gratis Operations
	0
	0
Feb 24	0
	0
	0
	0
	0
	0
	B1G1F packaging materials due at manufacturing?
	Film for B1G1F sleeves due
	0
	0
	0
	0
	0
	0
	0
Mar 3	Packaging due new graphics product
	0
	0
	Managers' meeting prior to sales kickoff
	Selling brochure due to sales force
	0
	Film due B1G1F combo displays
	A/M B1G1F POS
	#N/A
	Film due POS
	0
	0
	Product at CDC ready to ship
	0
	0
Mar 10	Manufacturing start-up new graphics product
	0
	0
	Sales force kickoff meeting
	0
	0
	0
	0
	0
	0
	0
	Product arrives at public warehouse
	First order by direct accounts
	0
Mar 17	0
	0
	0
	0
	0
	0
	Begin making and packing B1G1F product
	Film due B1G1F POS
	0
	0
	0
	0
	Product arrives at direct accounts
	First order by retail
	0
Mar 24	0
	0
	New graphics product in public warehouse
	0
	0
	0
	Sleeves and banding tape due at Gratis Operations
	0
	0
	0
	0
	0
	0
	0
	0

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TIMETABLE SUMMARY

Mar 31	New graphics product in public warehouse
	0
	0
	0
	0
	0
	B1G1F product begin banding (4/4)
	0
	0
	0
	0
	0
	Product arrives at retail
	0
	0
Apr 7	First order (by DA) of new graphics product from public warehouse
	0
	0
	0
	0
	0
	0
	0
	0
	POS/PDI at GATX ready to order/ship
	0
	0
	0
	0
	0
Apr 14	0
	0
	0
	0
	0
	0
	B1G1F combo displays and POS at GATX ready to ship
	0
	0
	POS/PDI due in field
	0
	0
	0
	0
	0
Apr 21	0
	0
	0
	0
	0
	0
	B1G1F combo displays an additional POS due in field
	B1G1F product due at CDC and ready to ship
	0
	0
	0
	0
	0
	0
	0
Apr 28	0
	0
	0
	0
	0
	0
	B1G1F product due at public warehouse
	0
	0
	0
	0
	0
	0
	0
	0
May 5	80% distribution of new graphic product at retail
	0
	0
	Test market DTS

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	0
	0
	B1G1F product due at direct accounts (McLane)
	0
	0
	POS/PDI DTS
	0
	0
	DTS
	0
	0
May 12	0
	0
	0
	0
	0
	0
	B1G1F POS due in field
	0
	0
	0
	0
	0
	0
	0
	0
May 19	0
	0
	0
	0
	0
	0
	0
	0
	0
	0
	0
	0
	0
	0
May 26	0
	0
	0
	0
	0
	0
	0
	0
	0
	0
	0
	0
	0
	0
Jun 2	0
	0
	0
	0
	0
	0
	B1G1F DTS
	0
	0
	0
	0
	0
	0
	0
	0

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